

Store Will Be
Closed Monday
Dominion Day

—Do your Holiday Shopping Saturday morning.



Tobacco Pouch and
Tobacco, 69¢

Two-button or zipper style genuine leather pouch with the package of tobacco.

Tuval Cigars, 7 for 50¢

Pack wrapped. Funnel-shaped, made by hand and sea.

Main Floor, HBC

Final Day of The Annual Holiday Sale

Scores of New Lines Added for the Final Day. Remainder of Lines Previously Advertised Obtainable Saturday!

Continuing, Saturday, the Sale of Printed Silk Dresses

With Many New Numbers Added

Styles for Women and Misses Sizes 14 to 44 7.95

—Another shipment just received for Saturday's selling! Practical little frocks for holiday and travel wear! Fashioned of printed silks in a variety of pretty new colorings. Dozens of styles from which to choose. Sleeveless and long sleeved styles—noble neck lines—pleated skirts, dresses with flared skirts and smart little jackets. Styles for misses and women. Sizes 14 to 44. Holiday Sale special at



7.95

—Made from fine pure wool yarns that will not stretch or sag when wet. Plenty of elasticity to allow freedom of movement.

—Shown in orange, red, green, navy, black, blues and white. Standard sizes for juniors, misses and women. Specially priced at 3.95

Women's All-Wool Bathing Suits, 3.95
For the Holiday

—Made from fine pure wool yarns that will not stretch or sag when wet.

—Plenty of elasticity to allow freedom of movement.

—Shown in orange, red, green, navy, black, blues and white. Standard sizes for juniors, misses and women. Specially priced at 3.95

A New Shipment of Women's Pullover Sweaters, 6.50

—Imported, light weight silk and wool pullover sports sweaters with long sleeves, prettily trimmed with hand embroidered designs on front. Shown in shades of NILE, ROSE, BEIGE, RED, ORCHID, GREY, SAND, WHITE and several shades of BLUE. All sizes for misses and women. Specially priced at

6.50

Second Floor, HBC

A Special Purchase of 300 Smart New Hats 1.95
Made to sell at 2.95 to 3.95

Just Received and Shown for the First Time

—Pastel Felt, Swiss Hair, Soft Crochets, Fancy Straws and Novelty Sports Hats featuring the newest style tendencies and trimmings in close-fitting and brim styles. Shown in white and pastel shades as well as dark tones for misses and women.

Second Floor, HBC

Women's Rayon Silk Hose 3 Pairs \$1

—A clean-up of regular stock lines at a price which means quick choosing. A splendid wearing hose, well reinforced in heels and toes, especially suitable for holiday or general utility wear. Shades of CIRASIAN, CHERI, GUNMETAL, FAWN, ALUMINUM, PLATINUM, etc. Sizes 8½ to 10. Saturday in the Holiday Sale

3 pairs for \$1



Main Floor, HBC

Children's Silk Plaited Hose, Pr. 55¢, or 2 Pairs for \$1

—Sturdy, serviceable hose of fine appearance. Secure a supply for children's summer holiday wear. Reinforced in heels and toes. A varied assortment of fancy checks and plain shades. Sizes 6 to 9.

—Pair 55¢, or 2 pairs for \$1

Women's Sample Handbags

—An exceptional opportunity to purchase a serviceable handbag at a saving. 200 sample bags for quick selection.

At 2.95

—Genuine leather bags in all styles and leather finishes. Neatly finished and completely fitted. All shades.

At 3.95

—All bags of suede, moire, alpaca, grain, calf, goat, moccasin, and shark grain. Pouch, underarm and back strap styles. Under ordinary circumstances these bags would sell at \$5 to 7.50. Saturday 3.95

Main Floor, HBC

To Bring You Here at 9 a.m.
300 Holiday Sports Sweaters 1.95
For Girls, Juniors and Misses

300 Holiday Sports Sweaters 1.95

For Girls, Juniors and Misses

—Just received and shown for the first time, a special purchase of 300 pullover and coat styles for girls, junior and misses. Shown in light weight silk and wool. Plain shades, striped and novelty patterns in shades of mauve, rosewood, peach, coffee, fawn, green, canary, putty, natural, sand, white, navy and powder blue. Sizes 6 to 14 years and larger sizes for juniors and misses up to size 34. Holiday Sale

1.95

Girls' All Wool Bathing Suits

Sizes 2 to 14 years, 1.95 and 2.95

—All-wool bathing suits, without skirts, in sizes 2 to 6 years, priced at 1.95 and with skirts in sizes 2 to 14 years, priced at 2.95. Shown in stripe and combination colors. Serviceable bathing suits for boys and girls.

Second Floor, HBC

A Feature Special for Women!

Silk Rayon Pyjamas
In Tailored and Modernistic Styles 3.95

Made to sell at 5.50 and 5.95

—For holiday, travel and home wear—lovely quality silk rayon pyjamas is tailored and modernistic styles, beautifully tailored and finished.

—Shown in plain and combination shades of Pink, Peach, Mauve, Orange, Red, Apricot, Orchid, Black and White. Standard sizes for misses and women. Specially purchased and sale priced at

3.95

Lace Trimmed Silk Garter Belts, 2.50

—Dainty lace trimmed garter belts in side hooking style in pink, or white washable silk. Four hose supporters attached. Sizes 24 to 30.

Second Floor, HBC



9 o'Clock Treat for Kiddies and Grown-Ups!

1000 Half-Pound Bags of Cocoanut Marshmallows, Each 5¢

—The thousand bags should be snapped up in double quick time so come when the store opens. Freshly made, pink and white marshmallows. Each one rolled in fresh cocoanut.

1/2-lb. bag for 5¢

Main Floor, HBC

Saturday Morning Specials for the Kiddies!

36 Metal Wagons at \$1

—Strong, steel frame, with metal box, size 8 by 15 inches, in bright red color, with blue wheels and handle. Each \$1

20 Only, Kiddie Kars at 1.95

—Strongly made to stand rough usage. Seat in green color—red disc wheels with rubber tires.

Jasper Ave., HBC

Just Received from New York!

600 Yards New Printed Silks

Regular \$3 value

2.19

—A glorious array of the newest printed silks direct from New York. Handsome floral and novelty figured patterns in all the colors of the fashion rainbow. Will be a great hit for the summer frocks. Quick selling should prove the rule, so shop at 9 a.m. A feature special for the Holiday Sale, \$1, yard 2.19

800 Yards Printed Voile, \$1.39c

Regular 50¢ value

—A splendid quality dress voile, printed in dainty floral and novelty designs. A wide selection of color combinations especially suitable for women's and children's warm weather frocks. Regular value 50¢. Holiday Sale special yard

Second Floor, HBC

1000 Pure Linen Stamped Luncheon Sets, Cloth and 4 Serviettes 1.59

Regular value \$4

—A bargain to you to start the New Year Day, at 9 a.m. Saturday. Two lines in one, in the hemstitched cloth has two-toned colored border while in the other the cloth has double row of hemstitching all around. The napkins match cloth. Pure Irish linen—cloth size 36 by 54 inches—serviettes 12 by 18 inches. Most effective, easily washable design. Actual and approved value \$4. Saturday in the Holiday Sale, \$1.59

Second Floor, HBC

Remedies and Toilets

—Baby's Own Tablets 19¢

—Pond's Cold Cream 29¢

—Antiseptic Tooth Paste 3 for 25¢

—Real Bristle Finger Brush 25¢

—Tooth Aid Kit—Bandage, gauge, etc., etc. 29¢

—5000 Rolls Toilet Paper—two process paper of good quality at 8 rolls for 20¢

Fancy Indian Blankets 3.50 each

—Size 54 by 78 inch. Excellent for the lake cottage, car robes and home use. A variety of fancy colored designs. While this quantity lasts, Saturday morning. Each 3.50.

Second Floor, HBC

Buy Your Summer Supply of Handkerchiefs Saturday and Save

—Three special purchase lines of women's handkerchiefs featured at a mere fraction of the real value!

At 5¢ Each

—Gaily printed handkerchiefs of fine lawn in a variety of colored patterns. Suitable for everyday use! Only 60¢ a dozen.

At 12 for 5¢

—Handies of lawn and fine mercerized linen. Hemstitched and finished with embroidered corners or lace edges. Buy them by the dozen. Saturday

25¢ Each

—Truly a wonderful selection of better handkerchiefs, made of high-grade pure linen. A host of designs. 35¢ to 50¢ each. Each 25¢

Main Floor, HBC

An Outstanding Attraction for Saturday!

Men's 2-Pant Suits 29.32

—30 only, men's tweed suits priced at a big discount for Saturday. Best from large Eastern clothing manufacturers who make high standard clothing that fit and give general satisfaction. Good quality linings and trimmings used. Pleasing tweed patterns. Two-button single and double breasted models. Sizes in the lot 35 to 42.

Alterations free by our own tailors.

Gaberdine Coat Special For the Man who Wears sizes 38, 39, 40, 42, 44 and 46 \$15

—14 coats in this lot, so early choosing is in order. Fawn shade. English wool gabardine coat with full check. Rangular sleeves, cash pockets and all around. Properly made coats that will give lots of service. Holiday Sale special at

at

Main Floor, HBC

Men's Outing Sweaters Each 3.50

—Just the thing for holiday wear! Sleeveless pullover style with V-neck. Knitted from wool yarns in ribbed knit. Made in plain white or camel shade. A garment that will do lots of comfort. Sizes 36 to 44.

Caps for Holiday Wear 1.50

—Every man can always use an extra cap—handy around the car or at the camp. A good selection of fancy tweeds and plain versions. Nicely lined. Smart caps that please! Sizes 6½ to 7½. Special at

at

Main Floor, HBC

Men's Holiday Needs Each 3.50

—Single Grip Garters 25¢, 50¢, 75¢ and \$1. Double Grip Garters 50¢, 75¢ and \$1. Suspenders. Pair 50¢, 75¢, \$1 and 1.50. Belts with initial buckle, \$2, 2.50 and \$3. Handkerchiefs 10¢, 15¢, 20¢, 25¢, 35¢. Pyjamas 1.95, 2.75, 3.50 and \$8. Fancy Socks 25¢, 30¢, 75¢, \$1 and 1.50. Golf Hose 1.50, 2.50, 3.50 and 4.50. Underwear, various kinds, suit 1.25. Hatchway Athletic Combinations, Suit 1.25. Art Silk Combinations, Suit 2.50 and 3.50. Main Floor, HBC



Boys' Wool Bathing Suits 1.95

—All wool bathing suits that fit and give such comfort! Button check style with skirt. A splendid assortment of colors trimmed with contrasting stripes to 34. Jasper Ave., HBC

Holiday Sale! Men's Fine Shirts Qualities that sell regularly

2.50

—Special purchase lots and odds taken from our regular stock, including such high-grade makers as Forsyth and Lang, Dependable shirting cloths that wash and wear so well. A host of patterns for your choosing. Separate collar (some have two separate collars) with every shirt. Every shirt perfect. It will pay to supply your summer needs on Saturday. Sizes in the lot 14 to 17. Holiday Sale special at

at

Main Floor, HBC

Boys' Light Tan Shirts 69¢

—Light tan mackinaw fabric that makes such comfortable shirts for boys' summer wear. Neat fitting, flat collar attached style. Well made shirts that are worth more than the price asked. Only 61 in the lot, sizes as follows: 12 size 11½, 5 size 12, 3 size 13, 3 size 13½, 29 size 14 and 9 size 14½. Holiday Sale, each 69¢

at

Jasper Ave., HBC

Boys' Wool Bathing Suits 1.95

—All wool bathing suits that fit and give such comfort! Button check style with skirt. A splendid assortment of colors trimmed with contrasting stripes to 34. Jasper Ave., HBC

Boys' Fancy Tweed Caps, 89¢ \$1 and 1.25

—Khaki Open Knee Knickers. Pair 95¢ Grey Flannel Knickers 1.50

Khaki Longs, cord finished. Pair 1.50

Khaki Cords 2.95

Grey Flannel Longs 2.95

Summer Weight Jerseys 1.25

Boys' Abney Make Jerseys 2.50 to \$4

Boys' Khaki Blouses, sport collar 1.25

Boys' Fancy Tweed Caps, Pair 1.50

Boys' No-Button Balbriggan combinations 90¢

Paisley Ave., HBC

Better Grade Shoes For Men Values to 8.50 pair 5.85

—Broken lines of better grade shoes and oxfords for men sharply reduced for Saturday clearance. English and Canadian makes. Quality workmanship in every pair. Made over smart, custom lasts in a dozen different styles. Black or tan calf leathers. Sizes from 6 to 11 in the lot. Values to 8.50.

Saturday in the Holiday Sale, pair 5.85

Men's Sturdy Work Boots, Pr. 3.75

—Made of heavy, brown calf side leathers; a number have extra heavy sole leather soles—others with medium weight leather soles. Made by well known Canadian manufacturers. Sizes 6 to 10½. Holiday Sale special, pair 3.75.

Sample Footwear for Women and Growing Girls 2.98

—Included are lines selected from our regular stock to complete the sizing. Included with fine "BLONDE" PUMPS, STYLERS and TIES. Smart in appearance and cost in style. Many with double the sale price. Sizes in the lot from 3½ to 7. Annual Holiday Sale, pair 2.98

Jasper Ave., HBC

—Main Floor, HBC

Two Things Never Fail to Arrive Early—Bulletin Want Ad Response and Daybreak. Phone 9324

80 Autos for Sale

Alvyns the Best
GODDE CARS
Mould Motors Ltd.
10210 105 Street, Phone 4-3552

"Our Reputation
Guarantees
Your Protection"

**JIM
WHYTE**
Better Quality
Automobiles

HOLIDAY SPECIALS

COME EARLY
AND GET THE PRICE

1927 Big Six Chandler 4-
Door Sedan with new set
of tires. Quick sale. \$850

1926 Big Six Flint Sedan,
a \$1000 car on sale
at \$750

1924 Master Six 4-Door
Sedan. See this car for
a real buy. \$150

1926 Star Four Coach,
completely overhauled
and ready for the
road. \$650

**JIM
WHYTE**
Automobile Broker
10217 105th Street, Phone 5882
EAST END SALES
Cor. 117 Ave. and 94 St. Ph. 2568
2-2122

92 Auto Wreckage

THREE THIRDS, JACOB, 201 OF THE
DOMINION AUTO WRECKAGE
1022 105th Street, Phone 4-3552
GENERAL AUTO READING WORKS
1022 105th Street, Phone 4-3552
GENERAL AUTO READING WORKS
1022 105th Street, Phone 4-3552

84 Radiators

ALL MARKED READING AND DOMINION
GENERAL READING COMPANY
1022 105th Street, Phone 4-3552

100 Live Stock

EDMONTON LIVESTOCK IN CANADA
1022 105th Street, Phone 4-3552
RODGER BURGER HOGG
1022 105th Street, Phone 4-3552

105 Poultry

EDMONTON C. L. L. GROWING
MINTON HATCHERY 1022 105th Street
CAPITAL NEST & PELLET SUPPLY
1022 105th Street, Phone 4-3552

Business and Professional Directory

The following is a complete list
of business and professional men
alphabetically arranged for your
convenience. Please call for
any and all information you
may require.

Agreements For Sale

ADMISSIONS OF SALE, PURCHASE
AND LEASE OF BUSINESS, ETC.
1022 105th Street, Phone 4-3552

Architects

C. M. GALLAGHER—REGISTERED
ARCHITECT, 1022 105th Street, Phone 4-3552

Attorneys

JOHN MURPHY, 1022 105th Street,
1022 105th Street, Phone 1511

Barristers

WILLIAM G. BAGNELL, 1022 105th Street,
1022 105th Street, Phone 1511

Beauty Parlors

ALICE, 1022 105th Street, Phone 1511

Blacksmiths

JOHN G. FRASER, 1022 105th Street, Phone 1511

Bookstores

EDWARD B. BARNETT, 1022 105th Street, Phone 1511

Butchers

EDWARD B. BARNETT, 1022 105th Street, Phone 1511

Cashiers

EDWARD B. BARNETT, 1022 105th Street, Phone 1511

Chefs

EDWARD B. BARNETT, 1022 105th Street, Phone 1511

Clothing

EDWARD B. BARNETT, 1022 105th Street, Phone 1511

Cooking

EDWARD B. BARNETT, 1022 105th Street, Phone 1511

Cookery

EDWARD B. BARNETT, 1022 105th Street, Phone 1511

Cooking Academies

EDWARD B. BARNETT, 1022 105th Street, Phone 1511

Cashier

EDWARD B. BARNETT, 1022 105th Street, Phone 1511

Cleaning, Pressing & Dyeing

EDWARD B. BARNETT, 1022 105th Street, Phone 1511

Dentists

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CELEBRATE JULY 1st

WHERE TO GO — AND WHAT TO DO

JOIN
THE
CROWDS

BATHE— And Retain the Curl in Your Hair



Standard Beauty Parlor

MINE M. DEY, Proprietress

413 Tegler Bldg.

Phone 1698

Everything Is In
Readiness for You
at these Stores

Morgan & Pugh
ART DEALERS - PHOTO FINISHING
10405 JASPER AVE
EDMONTON ALTA
PHONE 4850

PHOTO FINISHING

4 Hour Service Twice Daily
Fast Mailing SystemFilm Rolls Developed—10¢ per Roll
Prints—5¢ each

Free Enlargements
Any size or any part of your film work
can be enlarged to fit any size
enlargement frame. When it reaches
\$1.00 you receive a full enlarger
rent free.

MORGAN & PUGH
10405 Jasper Ave. Phone 4858

Kodak Films
Films for All Sizes and Makes
of Cameras
Our Films Are All
Fresh Stock

Special trains will be operated by both railways to pleasure resorts, while a large exodus of the motor-owning population of the city is also anticipated.

Special competitions will be held at all city tennis courts and golf links, and one of the major events of the day will be the south side Dominion Day celebration when a wonderful program of events will be staged.

DO YOUR
SHOPPING
NOW

CHENEY Cravats

Featuring:

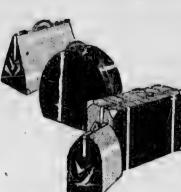
The New Designs and
Colourings

They're Modernistic

FORSYTH Guaranteed Shirts

in plain colouring of Green, Bergundy, Peach and
Modern Striped Styles

POWER-LONEY, Ltd.

Home of the "Forsyth" Guaranteed Shirt
10060 Jasper Avenue
Opposite Capitol Theatre
Phone 2561

Vacation Luggage Headquarters

You'll find everything you've admired and wanted in
the line of good luggage here. Reasonably priced

Edmonton Saddlery Co.
(Next to Mike's News Stand)
10065 Jasper Avenue
Phone 5720

Special Values on
this Page for the
Glorious First

MUSIC for the Camp



The New Portable Victrola (with Orthophonic type sound box) changed the entire world's attitude toward portables. Out on the beach—on the motor boat—on the porch in camps—anywhere you wish.

It's Much Too Good to Miss

Two models at \$35.00 and \$48.50

We have several Used Phonographs in excellent mechanical condition. Any of these instruments would be just the thing for your SUMMER COTTAGE AT BARGAIN PRICES FROM \$5 UP—WHILE THEY LAST.

Don't hesitate—we will gladly arrange the payments as you wish them.

Confidence, Stability —To the— Buyers of Used Cars



CHEVROLET	Coach	1927	\$ 575.00
CHEVROLET	Coach	1928	700.00
CHEVROLET	Coach	1929	900.00
OLDSMOBILE	Coach	1926	600.00
OLDSMOBILE	Coach	1927	650.00
OLDSMOBILE	Coach	1928	1000.00
OLDSMOBILE	Coupe	1927	700.00
PONTIAC	Coupe	1927	700.00
DODGE	Coupe	1926	550.00

We have 20 used cars to choose from and every one is a real buy.

We would be glad to have you call to look over our stock, but do not want
you to feel under any obligation to buy.

MASON & RISCH, LTD.
PIANO MANUFACTURERS
10146 Jasper Ave. Phone 2436
SHEET MUSIC

FACTORIES AT TORONTO
Edmonton, Alta.
VICTOR RECORDS AND TEACHERS' SUPPLIES

BURROWS MOTORS

10126 106 St. Phone 1010
Edmonton - Alberta 9902 102A Ave.

RATCLIFFE'S
FAMOUS PORK PIES

Just Try Them—
They're DeliciousWholesomely made—delightfully
cooked—just prepared.Dinner pie—try it in our sunny
patio bakery. Kept at the
right temperature until sold to you.Obtainable at almost all Ed-
monton groceries.

Ratcliffe's Bakery

11071 95th St. Edmonton, Alta.

You'll Enjoy the
1st If You Shop
Here and Save

Celebrate
DOMINION
DAY
with
Woodland
Ice Cream
Ask for
AIRWAY SPECIAL
At Your Favorite
Store
The Flavor
Will
Delight You

Low Prices ... Big
Values ... for
The First

Woodland

Ice Cream

Ask for

AIRWAY SPECIAL

At Your Favorite

Store

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Dial 9-1-2-0

EATON'S DAILY STORE NEWS

Store Hours: 9 a.m. to 5:30 p.m. — NEXT WEDNESDAY 9 a.m. to 5:30 p.m.

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Whether for Work or Play You'll Find Here the Things You Need

Early! For Miller Rubber Balls!

Saturday's 9:00 Attraction in Toy Section

WHO'D like a new rubber ball? A ball full of bounce and "pep"—to play catch with and "sky high?" Here they are—500—waiting for boys and girls who are here first Saturday morning.

Famous Miller balls, strong and high-bouncing—made of good quality white rubber patterned with stars. Diameter 3 1/8 inches. Only one to a customer and none delivered. Saturday morning

5c

On Sale in Toy Section—Basement

Boys' Pocket Knives, Half the Usual Cost, 10c

THE boys who were not fortunate in securing a knife at our other sales will have another opportunity on Saturday.

One and two-blade knives, set in handles of wood or metal, some with ring, others with ring and chain.

On Sale in Toy Section—Basement

Men's Broadcloth Shirts

Are Collar-Attached Style—Splendid for Holiday Wear—a Value Seldom Equalled

SHIRTS a man wears to golf, at tennis, or informally with business suits or flannels. Well proportioned, allowing comfort and free play to active muscles. Guaranteed for workmanship and washability.

Tailored from evenly woven white, tan or grey broadcloth. \$1.00

With 1/2" wide collar, 1/2" wide cuffs, and a broad pocket. Ample sleeve lengths assure a satisfactory fit. Hand wash, dry flat.

On Sale in Toy Section—Basement

Golf Hose from New York for Boys

Three-Quarter Length—Sizes 8 to 10 1/2

ALL the way from New York, to serve their turn on active, sturdy legs—and what splendid service they can give, too!

From new fancy patterns, with sprightly turned back cuffs. Pretty mixtures of cream, grey and blue. A Saturday shopping item of especial appeal.

On Sale in Toy Section—Basement

50c Pair

SMART SUMMER SOCKS

Feature New Patterns and Colors

For the man who is really particular about his socks, there is a selection that meets all requirements of coolness, comfort and smart patterns.

New "Whoopee" Socks, 50c

Combine the luster of rayon with the durability of hosiery. In smart large cheques. Included at this price are lace socks with the new open clock. Sizes 10 to 11 1/2.

On Sale in Toy Section—Basement

Men's and Young Men's Flannel Pants

That will look well with a windbreaker or sweater. Tailored of plain grey wool and cotton flannel in medium shade, currently styled with belt loops, five pockets and cuff buttons. Sizes 22 to 42; 44.

Men's White Duck Pants

Surprisingly made in a pattern which looks like plaid. Cuff buttons. Sizes 30 to 44; 46.

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Boys' White Duck Pants for the Summer

With white waistband, white pocket and belt loops. Good substantial weight. Stock that will stand repeated washing. Sizes 24 to 32; 34.

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